

*Hello*  
**This is Divya Smriti**

★ She is a Digital Marketer & having total & Relevant 3 years of experience consisting various profiles like SEO-Executive & DM-Executive.





# *Welcome to my* **Portfolio**

The following are the results of my work from several projects that I have worked on over the last few years.

including a Tour & Travels project for a newly established Travels other projects for company use.



# My Skill And Expertise

- Search Engine Optimisation
- Search Engine Marketing
- Social Media Optimisation
- Social Media Marketing
- Graphic Design
- Email Marketing







# *My Work* **Projects**

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In my career, I took part in several companies and helped them grow. So My projects details are given below:

1. Spin On Web
2. Spin On Holiday
3. Fyntake

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- Perform keyword research to identify high-value keywords and opportunities for organic traffic growth.
  - Conduct website audits to identify technical SEO issues and recommend solutions for optimization.
  - Optimize on-page elements such as meta tags, headings, content, and internal linking structure to improve search engine rankings.
  - Monitor and analyze website performance using tools such as Google Analytics, Google Search Console, GTM & SEO tools.
  - Develop and implement off-page SEO strategies to build high-quality backlinks and improve domain authority.
  - Stay up-to-date with the latest trends and best practices in SEO and search engine algorithms.
  - Collaborate with content creators, developers, and marketing teams to ensure SEO best practices are integrated into website development and content creation processes.
  - Track, analyze, and report on key SEO metrics and performance indicators.
  - Provide recommendations for website improvements based on SEO insights and data analysis.
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*My Work*

## **Project Work**

1. Spin On Web  
website

Facebook

LinkedIn

Instagram





2. Spin On Holiday  
website

Facebook

LinkedIn

Instagram



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- Created Google My Business, Bing places for business, Uploading high-quality images, submitted map over top sites & business listings.
  - Created social media profile on Facebook, Twitter, YouTube, LinkedIn, Instagram & etc. Created many Facebook group related to project.
  - Building, maintaining a strong social media presence with weekly basis posting on fb, Instagram, LinkedIn, Twitter & Pinterest.
  - Uploaded videos on YouTube.
  - Created pics design on Canva & also used basic photoshop for images auditing.
  - Started online B2C Backpack sell on E-commerce sites like Flipkart & Amazon. Listing the products & uploaded details of the products.
  - Created profiles on popular websites for backlinks & also created citations.
  - Business listing & Social Bookmarking, on Top sites.
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# *My Work*

## **Project Work**

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### 3. Fyntake

website

Facebook

LinkedIn



# Thank You

For visiting my portofolio



+91 8287-643835



*divyasmriti7@gmail.com*



*[linkedin.com/in/divya-smriti](https://www.linkedin.com/in/divya-smriti)*



*Meenakshi Layout, Bannerghatta, Bangalore,  
Karnataka -560083*